San Diego & Imperial Local Contractors Reach of Channel Utilization for Federal Fiscal Year 05

Channels utilized for services provided

Reporting Period		1, 2004 - 31, 2005	_	, 2005 - r 30, 2005	Year Totals	
Activity	Utilized Channel	Percent of Agencies	Utilized Channel	Percent of Agencies	Average Utilized Channel	Average Percent of Agencies
LOCAL CONTRACTS	9	100%	8	100%	9	100%
CHANNELS						
Colleges and Universities	7	78%	5	63%	6	70%
Community Based		650/	_	600/		650 /
Organizations	6	67%	5	63%	6	65%
Community Clinic Community Youth	3	33%	3	38%	3	35%
Organizations	5	56%	5	63%	5	59%
Faith/Church Sites	2	22%	2	25%	2	24%
Farmers' Markets	2	22%	1	13%	2	17%
Food Closets	0	0%	0	0%	0	0%
Grocery Stores	2	22%	2	25%	2	24%
Healthcare Facilities	0	0%	1	13%	1	6%
Healthy/Head Start	5	56%	4	50%	5	53%
Internet	5	56%	3	38%	4	47%
Parks, Recreation Centers	2	22%	3	38%	3	30%
Preschools	2	22%	3	38%	3	30%
Print Media	5	56%	6	75%	6	65%
Public Health Department	3	33%	4	50%	4	42%
Radio	3	33%	2	25%	3	29%
Restaurants	0	0%	0	0%	0	0%
Schools	6	67%	3	38%	5	52%
Senior Centers	0	0%	1	13%	1	6%
Soup Kitchens	0	0%	0	0%	0	0%
Television	2	22%	2	25%	2	24%
Tribal Organizations	3	33%	2	25%	3	29%
WIC Sites	3	33%	2	25%	3	29%
Worksites	3	33%	2	25%	3	29%
Other	6	67%	5	63%	6	65%

LOCAL TOTALS

San Diego & Imperial Local Contractors Reach of Media Advertising Efforts for Federal Fiscal Year 05

Advertising includes any paid or public service placement that has a commercial look and does not contain editorial material. It includes PSA's for radio, TV, paid news print advertising, and outdoor placements such as billboards and bus wraps.

Reporting Period	October 1, 2004 - March 31, 2005		April 1, 2005 - September 30, 2005		Year Totals	
Type of Advertising	Inputs	Consumer Impressions	Inputs	Consumer Impressions	Total Inputs	Total Consumer Impressions
LOCAL CONTRACTS	9		8			
rv		Ī		T	T	T
paid TV ads	0	0	0	0	0	0
free TV ads	0	0	1	0	1	0
Radio						
paid radio ads	1	200,000	1	400,000	2	600,000
free radio ads	3	200,000	1	400,000	4	600,000
Print						
paid ads placed	0	0	0	0	0	0
Outdoor						
paid ads placed on billboards, bus stops, or other outdoor advertising	0	0	0	0	0	0
free print ads on kiosks or posters	3	35,214	2	6,187	5	41,401
LOCAL TOTALS	7	435,214	5	806,187	12	1,241,401

San Diego & Imperial Local Contractors Reach of Public Relation Efforts for Federal Fiscal Year 05

Public Relations activities are things a program does to generate free news coverage of program activities or issues a program is trying to highlight.

D .: D : 1	October 1, 2004 -		April :	1, 2005 -	37 m . 1	
Reporting Period	March 31, 2005		September 30, 2005		Year Totals	
Type of Advertising	Innuta	Consumer Impressions	Innuta	Consumer Impressions	Total Inputs	Total Consumer Impressions
LOCAL CONTRACTS	Inputs 9	impressions	Inputs 8	Impressions	Total Inputs	Impressions
	7		0			
TV # Agencies that submitted media alerts or		1		1	1	Ī
tip sheets to TV	3	n/c	1	n/c	4	n/c
# Media alerts or tip sheets submitted	7	n/c	4	n/c	11	n/c
# Agencies that submitted press releases	2	n/c	2	n/c	4	n/c
# press releases submitted	4	n/c	20	n/c	24	n/c
TV stories aired from releases	0	n/c	1	n/c	1	n/c
Total TV interviews conducted	0	n/c	1	n/c	1	n/c
TV stories from interviews	0	n/c	1	n/c	1	n/c
Total number of TV inputs	16	n/c	30	n/c	46	n/c
Total number of 1 v inputs	10	11/0	30	1/0	40	11/0
Radio						
# Agencies that submitted media alerts or						
tip sheets to radio	0	n/c	2	n/c	2	n/c
# Media alerts or tip sheets submitted	1	n/c	2	n/c	3	n/c
# Agencies that submitted press releases	0	n/c	2	n/c	2	n/c
# Press releases submitted to radio	1	n/c	15	n/c	16	n/c
Radio Stories from releases	1	n/c	0	n/c	1	n/c
Total # radio interviews conducted	4	n/c	6	n/c	10	n/c
Total # radio interviews aired	2	n/c	0	n/c	2	n/c
Total number of radio inputs	9	n/c	27	n/c	36	n/c
•						
Print						
# Agencies that submitted media alerts or						
tip sheets to newspaper	1	n/c	1	n/c	2	n/c
# Media alerts or tip sheets submitted	6	n/c	3	n/c	9	n/c
# Agencies that submitted press releases	1	n/c	2	n/c	3	n/c
# Press releases submitted to print	6	n/c	13	n/c	19	n/c
Total print stories printed	6	n/c	4	n/c	10	n/c
Interviews with print outlets	5	n/c	2	n/c	7	n/c
Print Stories from interviews	5	n/c	1	n/c	6	n/c
Total number of print inputs	30	n/c	26	n/c	56	n/c
LOCAL TOTALS	55	n/c	83	n/c	138	n/c
n/c = not collected						
Consumer Impressions may be duplicated of	counts					

San Diego & Imperial Local Contractors Reach of Media Advocacy Efforts for Federal Fiscal Year 05

Media advocacy describes when media is used to promote a policy agenda. It includes three basic steps: setting the agenda, shaping the debate, and advancing the policy. Media advocacy work has a clear expectation of social change resulting from the efforts.

Reporting Period	October 1, 2004 - March 31, 2005		April 1 Septembe	, 2005 - r 30, 2005	Year Totals	
Type of Advertising	Inputs	Consumer Impressions	Inputs	Consumer Impressions	Total Inputs	Total Consumer Impressions
LOCAL CONTRACTS	9		8			
# Feature Articles Submitted	9	n/c	5	n/c	14	n/c
Total Feature Stories Run	9	n/c	6	n/c	15	n/c
# Letters to Editor Submitted	0	n/c	0	n/c	0	n/c
Total Letters to the Editor Run	0	n/c	0	n/c	0	n/c
Total Editorial Board Meetings	_	,		,	_	,
Attended	6	n/c	0	n/c	6	n/c
LOCAL TOTALS	24	n/c	11	n/c	35	n/c

n/c = not collected

San Diego & Imperial Local Contractors Reach of Sales Promotions Activities for Federal Fiscal Year 05 (Page 1 of 2)

Reporting Period	October 1, 2004 -		April 1, 2005 -		Year Totals		
Reporting Period	March 3	31, 2005	Septembe	r 30, 2005	5 r of ants mer of Events / Activities 0 15 1 0 11 7 27	Totals	
Activity	Number of Events / Activities	Number of Participants (Consumer Impressions)	Number of Events / Activities	Number of Participants (Consumer Impressions)	of Events /	Total Consumer Impressions	
LOCAL CONTRACTS	9		8				
Grocery Stores							
# taste tests at grocery stores	1	300	14	3,360	15	3,660	
# grocery store tours	0	0	1	17	1	17	
# other grocery promotions	3	235	8	2,700	11	2,935	
Total Grocery Store Events	4	535	23	6,077	27	6,612	
Farmer's Markets		303		0,077		0,012	
# farmer's market taste tests	0	0	2	700	2	700	
# farmer's market tours	0	0	0	0	0	0	
# other farmers market events	0	0	2	700	2	700	
Total Farmers Market							
Events	0	0	4	1,400	4	1,400	

Reach of Sales Promotions Activities continued on the next page

San Diego & Imperial Local Contractors Reach of Sales Promotions Activities for Federal Fiscal Year 05 (Page 2 of 2)

Reporting Period		October 1, 2004 - March 31, 2005		April 1, 2005 - September 30, 2005		Year Totals	
Activity	Number of Events / Activities	Number of Participants (Consumer Impressions)	Number of Events / Activities	Number of Participants (Consumer Impressions)	Total Number of Events / Activities	Total Consumer Impressions	
LOCAL CONTRACTS	9		8				
Other Special Events							
# organized sports events	0	0	1	30	1	30	
# health fairs/festivals	19	106,159	42	164,689	61	270,848	
# community forums	9	580	10	454	19	1,034	
# federal food assistance	0	0	2	60	2	60	
# swap meets	0	0	0	0	0	0	
# open houses/back to school	0	0	2	200	2	200	
# speeches, conferences	9	2,505	2	108	11	2,613	
# of other events	18	460	5	231	23	691	
# radio remotes	0	0	1	40,000	1	40,000	
Total Special Events	55	109,704	65	205,772	120	315,476	
LOCAL TOTALS	59	110,239	92	213,249	151	323,488	

San Diego & Imperial Local Contractors Reach Personal Sales for Federal Fiscal Year 05 (Page 1 of 3)

Personal sales are most like traditional nutrition education. Classes are defined as a single class and/or each lesson in a series of separate lessons or professional development sessions. Participation in one class is the sum of individuals attending a single class or one lesson in a series. In a series of classes, each class must be included in the total number of impressions. Materials distribution is also considered a "personal sales" activity. Please write the name of each item distributed and the number that was distributed.

Domontino Domini	October	October 1, 2004 -		April 1, 2005 -		Year Totals	
Reporting Period	March 3	31, 2005	Septembe	r 30, 2005	O, 2005 Number of Participants (Consumer of Classes / Activities) 3,348 446 134 14 2,856 289	Totals	
Activity	Number of Classes / Activities	Number of Participants (Consumer Impressions)	Number of Classes / Activities	Number of Participants (Consumer Impressions)		Total Consumer Impressions	
LOCAL CONTRACTS	9		8				
Classes and Trainings							
# nut ed classes conducted	278	5,779	168	3,348	446	9,127	
# provider training classes	8	231	6	134	14	365	
# pa-nut class	120	1,855	169	2,856	289	4,711	
# "other" classes	596	89,826	286	1,386	882	91,212	
Total Classes and Trainings	1,002	97,691	629	7,724	1,631	105,415	
Reach of Network Personal Sales	Activities for Loc	als on the follo	wing page				

San Diego & Imperial Local Contractors Reach of Personal Sales Activities Federal Fiscal Year 05 (Page 2 of 3) October 1, 2004 -April 1, 2005 -**Year Totals** Reporting Period March 31, 2005 September 30, 2005 Total Quantity Consumer Quantity Consumer **Total Quantity** Consumer Distributed Distributed Impressions Impressions Distributed **Impressions** Activity LOCAL CONTRACTS Materials Distributed Other Nutrition Materials, Non-Network Produced # Other Program curriculum previously developed 371 n/c 246 n/c 617 n/c # Other Program promotional item previously developed 13,055 n/c 13,716 n/c 26,771 n/c # Other Program flyers, newsletters previously developed 13,767 n/c 5,057 n/c 18,824 n/c # Other Program other types of materials previously developed 23,715 n/c 49,509 n/c 73,224 n/c Total Other Nutrition Materials,

n/c

68,528

n/c

119,436

n/c

n/c = not collected

Non-Network Produced

Reach of Network Personal Sales Activities for Locals on the following page

50,908

San Diego & Imperial Local Contractors Reach of Network Personal Sales Activities Federal Fiscal Year 05 (Page 3 of 3)

Reporting Period Activity	October 1, 2004 - March 31, 2005		April 1, 2005 - September 30, 2005		Year Totals	
	Quantity Distributed	Consumer Impressions	Quantity Distributed	Consumer Impressions	Total Quantity Distributed	Total Consumer Impressions
LOCAL CONTRACTS	9		8			
Food Stamp Materials						
Food Stamp Brochures	1,795	n/c	2,744	n/c	4,539	n/c
Food stamp awareness flyer	0	n/c	100	n/c	100	n/c
Food stamp recipes and tip sheets	1,000	n/c	1,000	n/c	2,000	n/c
CFPA food stamps work	1,000	n/c	0	n/c	1,000	n/c
To your health! food safety brochure	580	n/c	500	n/c	1,080	n/c
WIC materials	2,244	n/c	2,200	n/c	4,444	n/c
FSNEP, EFNEP materials	2,100	n/c	2,055	n/c	4,155	n/c
Summer Food Program information	3,000	n/c	2,390	n/c	5,390	n/c
USDA Eat Smart Play Hard	524	n/c	500	n/c	1,024	n/c
LIA FS or meal promotion flyer, fact sheet	0	n/c	0	n/c	0	n/c
Other info-educational materials	55	n/c	135	n/c	190	n/c
Total Food Stamp Materials	12,298	n/c	11,624	n/c	23,922	n/c
LOCAL TOTALS	64,208	97,691	80,781	7,724	144,989	105,415

n/c = not collected

San Diego & Imperial Local Contractors Reach of Policy Change Efforts for Federal Fiscal Year 05 (Page 1 of 2)

Environmental change includes changes to the economic, social or physical environments.

Reporting Period	October 1, 2004 - March 31, 2005		_	, 2005 - r 30, 2005	Year Totals	
Activity	Support Policy Change	Percent of Agencies	Support Policy Change	Percent of Agencies	Average Support Change	Average Percent of Agencies
LOCAL CONTRACTS	9	100%	8	100%	9	100%
ENVIRONMENT						
Advocated for increased fruits and vegetables at local stores	5	56%	4	50%	5	53%
Developed partnerships to work towards environmental change	6	67%	4	50%	5	58%
Developed, maintained school or community garden	2	22%	1	13%	2	17%
Encouraged restaurants and grocery stores to carry culturally appropriate foods	4	44%	3	38%	4	41%
Improved food choices at functions	7	78%	8	100%	8	89%
Improved food choices in cafeteria	5	56%	3	38%	4	47%
Increased daily nutrition announcements	5	56%	5	63%	5	59%
Increased lighting, paths, times to promote biking and walking	2	22%	3	38%	3	30%
Initiated/Implemented salad bar program	1	11%	1	13%	1	12%
Limited access to high fat milk products	2	22%	2	25%	2	24%
Limited access to junk food	3	33%	2	25%	3	29%
Limited access to soda	3	33%	2	25%	3	29%
Made healthy snack carts available	3	33%	3	38%	3	35%
Replaced vending machine choices with healthier foods	4	44%	1	13%	3	28%
Worked to improve transportation from markets	2	22%	1	13%	2	17%

LOCAL TOTALS

Policy, Systems & Environment changes continue on the next page.

San Diego & Imperial Local Contractors Reach of Policy Change Efforts for Federal Fiscal Year 05 (page 2 of 2)

Policies include laws, regulations and rules (both formal and informal). Examples: school board food policies banning the sale of soda and junk food on school campuses; organizational rules that provide time off during work hours for physical activity.

Reporting Period	October 1, 2004 - March 31, 2005		-	, 2005 - er 30, 2005	Year Totals	
Activity	Support Policy Change	Percent of Agencies	Support Policy Change	Percent of Agencies	Average Support Change	Average Percent of Agencies
LOCAL CONTRACTS	9	100%	8	100%	9	100%
POLICY		_				
Passed city ordinances that related to physical activity or nutrition	1	11%	3	38%	2	24%
Passed regulations that decreased or eliminated soda	0	0%	1	13%	1	6%
Policy changes related to Food Security	1	11%	2	25%	2	18%
Ratified rules about serving healthier foods at events	1	11%	1	13%	1	12%
Ratified rules to promote physical activity	2	22%	2	25%	2	24%
Worked towards creating laws that banned sponsorship from competitive foods	3	33%	3	38%	3	35%
Worked towards or responded to policies about food stamps, food security to food banks	3	33%	2	25%	3	29%
Worked with groups for policy agenda	6	67%	6	75%	6	71%
Wrote or responded to legislative bills pertaining to healthy eating or physical activity	3	33%	3	38%	3	35%
Other environmental changes	0	0%	1	13%	1	6%